

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method, implemented using a processor, of evaluating a direct mail marketing campaign, comprising:
  - receiving, at the processor, a value representing a number of customers targeted for the direct mail marketing campaign;
  - receiving, at the processor, a production cost of the direct mail marketing campaign, wherein the production cost includes a fixed price component for the direct mail marketing campaign and an average price component per mailing unit for the direct mail marketing campaign;
  - receiving, at the processor, a cost of a shipping service;
  - receiving, at the processor, financial information for the direct mail marketing campaign;
  - determining, using the processor, ~~the~~ a return on investment of the direct mail marketing campaign based on at least one of the production cost, the shipping service cost, and the financial information; and
  - outputting, using the processor, the return on investment of the direct mail marketing campaign.
2. (Original) The method according to claim 1, wherein receiving a production cost comprises:
  - receiving a production cost of marketing material; and

receiving a cost of a mailing list and a cost of printing the marketing material.

3. (Original) The method according to claim 2, wherein the marketing material production cost includes:

an all-inclusive production cost.

4. (Original) The method according to claim 2, wherein the marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

5. (Original) The method according to claim 2, wherein the mailing list cost includes:

list acquisition cost.

6. (Original) The method according to claim 2, wherein the printing cost includes:

folding, inserting, and labeling cost.

7. (Original) The method according to claim 1, wherein receiving a shipping cost comprises:

receiving a shipping rate;

receiving a discount; and

determining a total shipping cost by reducing the shipping rate by the discount.

8. (Original) The method according to claim 1, wherein receiving financial information comprises:

receiving a response rate; and

receiving an expected price of items marketed in the direct mail marketing campaign.

9. (Original) The method according to claim 8, wherein determining the return on investment comprises:

determining a direct mail marketing campaign cost based on the production and shipping costs;

receiving a close ratio;

determining a gross profit for the items marketed in the direct mail marketing campaign;

determining a net profit based on the gross profit and the direct mail marketing campaign costs; and

determining the return on investment based on the net profit and the direct mail marketing campaign costs.

10. (Original) The method according to claim 1, further comprising determining a lifetime value of the marketing campaign.

11. (Original) The method according to claim 10, wherein determining the lifetime value of the marketing campaign comprises:
- receiving a value of a sale;
  - receiving a number of sales per year;
  - receiving a number of years retained;
  - receiving a retention rate;
  - determining a lifetime value of the customer based on the sale value, number of sales per year, number of years retained, number of targeted customers;
  - determining a number of customers acquired based on the financial information of the direct mail marketing campaign and number of targeted customers;
  - and
  - determining the lifetime value of the campaign based on the number of customers acquired, retention rate, and a lifetime value of the customer.
12. (Original) The method according to claim 11, further comprising:
- receiving a number of touches per year; and
  - determining a lifetime mailing investment.
13. (Original) The method according to claim 1, wherein outputting the return on investment comprises:
- generating an executive summary; and
  - outputting the executive summary.

14. (Currently Amended) A system for evaluating a direct mail marketing campaign, comprising:

means for receiving a value representing a number of customers targeted for the direct mail marketing campaign;

means for receiving a production cost of the direct mail marketing campaign, wherein the production cost includes a fixed price component for the direct mail marketing campaign and an average price component per mailing unit for the direct mail marketing campaign;

means for receiving a cost of a shipping service;

means for receiving financial information for the direct mail marketing campaign;

means for determining the a return on investment of the direct mail marketing campaign based on at least one of the production cost, the shipping service cost, and the financial information; and

means for outputting the return on investment of the direct mail marketing campaign.

15. (Original) The system according to claim 14, wherein the means for receiving a production cost comprises:

means for receiving a production cost of marketing material; and

means for receiving a cost of a mailing list and a cost of printing the marketing material.

16. (Original) The system according to claim 15, wherein the marketing material production cost includes:

an all-inclusive production cost.

17. (Original) The system according to claim 15, wherein the marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

18. (Original) The system according to claim 15, wherein the mailing list cost includes:

list acquisition cost.

19. (Original) The system according to claim 15, wherein the printing cost includes:

folding, inserting, and labeling cost.

20. (Original) The system according to claim 14, wherein the means for receiving a shipping cost comprises:

means for receiving a shipping rate;

means for receiving a discount; and

means for determining a total shipping cost by reducing the shipping rate by the discount.

21. (Original) The system according to claim 14, wherein the means for receiving financial information comprises:

means for receiving a response rate; and

means for receiving an expected price of items marketed in the direct mail marketing campaign.

22. (Original) The system according to claim 21, wherein the means for determining the return on investment comprises:

means for determining a direct mail marketing campaign cost based on the production cost and shipping costs;

means for receiving a close ratio;

means for determining a gross profit for the items marketed in the direct mail marketing campaign;

means for determining a net profit based on the gross profit and the direct mail marketing campaign costs; and

means for determining the return on investment based on the net profit and the direct mail marketing campaign costs.

23. (Original) The system according to claim 14, further comprising means for determining a lifetime value of the marketing campaign.

24. (Original) The system according to claim 23, wherein the means for determining the lifetime value of the marketing campaign comprises:

means for receiving a value of a sale;

means for receiving a number of sales per year;

means for receiving a number of years retained;

means for receiving a retention rate;

means for determining a lifetime value of the customer based on the sale value, number of sales per year, number of years retained, number of targeted customers;

means for determining a number of customers acquired based on the financial information of the direct mail marketing campaign and number of targeted customers; and

means for determining the lifetime value of the campaign based on the number of customers acquired, retention rate, and a lifetime value of the customer.

25. (Original) The system according to claim 24, further comprising:

means for receiving a number of touches per year; and

means for determining a lifetime mailing investment.

26. (Original) The system according to claim 14, wherein the means for outputting the return on investment comprises:

means for generating an executive summary; and

means for outputting the executive summary.

27. (Currently Amended) A computer-readable storage medium including instructions for causing a computer system to execute a method for evaluating a direct mail marketing campaign, the method comprising:



receiving a value representing a number of customers targeted for the direct mail marketing campaign;

receiving a production cost of the direct mail marketing campaign;

receiving a production cost of the direct mail marketing campaign, wherein the production cost includes a fixed price component for the direct mail marketing campaign and an average price component per mailing unit for the direct mail marketing campaign;

receiving a cost of a shipping service;

receiving financial information for the direct mail marketing campaign;

determining the a return on investment of the direct mail marketing campaign based on at least one of the production cost, the shipping service cost, and the financial information; and

outputting the return on investment of the direct mail marketing campaign.

28. (Currently Amended) The computer-readable storage medium according to claim 27, wherein receiving a production cost comprises:

receiving a production cost of marketing material; and

receiving a cost of a mailing list and a cost of printing the marketing material.

29. (Currently Amended) The computer-readable storage medium according to claim 28, wherein the marketing material production cost includes:

an all-inclusive production cost.

30. (Currently Amended) The computer-readable storage medium according to claim 28, wherein the marketing material production cost includes:

administrative and planning costs, creative cost, film and photography cost, data processing cost, professional fees, freight, and other production costs.

31. (Currently Amended) The computer-readable storage medium according to claim 28, wherein the mailing list cost includes:

list acquisition cost.

32. (Currently Amended) The computer-readable storage medium according to claim 28, wherein the printing cost includes:

folding, inserting, and labeling cost.

33. (Currently Amended) The computer-readable storage medium according to claim 27, wherein receiving a shipping cost comprises:

receiving a shipping rate;

receiving a discount; and

determining a total shipping cost by reducing the shipping rate by the discount.

34. (Currently Amended) The computer-readable storage medium according to claim 27, wherein receiving financial information comprises:

receiving a response rate; and

receiving an expected price of items marketed in the direct mail marketing campaign.

35. (Currently Amended) The computer-readable storage medium according to claim 34, wherein determining the return on investment comprises:

determining a direct mail marketing campaign cost based on the production cost and shipping costs;

receiving a close ratio;

determining a gross profit for the items marketed in the direct mail marketing campaign;

determining a net profit based on the gross profit and the direct mail marketing campaign costs; and

determining the return on investment based on the net profit and the direct mail marketing campaign costs.

36. (Currently Amended) The computer-readable storage medium according to claim 27, further comprising determining a lifetime value of the marketing campaign.

37. (Currently Amended) The computer-readable storage medium according to claim 36, wherein determining the lifetime value of the marketing campaign comprises:

receiving a value of a sale;

receiving a number of sales per year;

receiving a number of years retained;

receiving a retention rate;

determining a lifetime value of the customer based on the sale value,  
number of sales per year, number of years retained, number of targeted customers;

determining a number of customers acquired based on the financial  
information of the direct mail marketing campaign and number of targeted customers;  
and

determining the lifetime value of the campaign based on the number of  
customers acquired, retention rate, and a lifetime value of the customer.

38. (Currently Amended) The computer-readable storage medium according  
to claim 37, further comprising:

receiving a number of touches per year; and

determining a lifetime mailing investment.

39. (Currently Amended) The computer-readable storage medium according  
to claim 27, wherein outputting the return on investment comprises:

generating an executive summary; and

outputting the executive summary.

40-84. (Cancelled).

85. (Currently Amended) A system for evaluating a direct mail marketing  
campaign, comprising:

~~a-component~~ an evaluation system receiving a value representing a number of customers targeted for the direct mail marketing campaign;

~~a-component~~ an evaluation system receiving a production cost of the direct mail marketing campaign, wherein the production cost includes a fixed price component for the direct mail marketing campaign and an average price component per mailing unit for the direct mail marketing campaign;

~~a-component~~ an evaluation system receiving a cost of a shipping service;

~~a-component~~ an evaluation system receiving financial information for the direct mail marketing campaign;

~~a-component~~ an evaluation system determining the a return on investment of the direct mail marketing campaign based on at least one of the production cost, the shipping service cost, and the financial information; and

~~a-component~~ an evaluation system outputting the return on investment of the direct mail marketing campaign.

86-90. (Cancelled).